GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3754
ANSWERED ON:13.02.2014
MISLEADING ADVERTISEMENTS OF ALCOHOL AND TOBACCO
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the misleading advertisements of alcohol and tobacco are being shown on print and visual media. TV channels on the pretext of soda, music CD, mineral water and fashion tour despite the ban on advertisements on alcohol, tobacco etc;

(b) if so, the details thereof;

(c) the details of alcohol and tobacco companies indulging in such advertisements, company-wise;

(d) the action taken by the Government in this regard during the last three years and the current year; and

(e) whether such hype creating and misleading advertisements are proposed to be banned in a bid to protect the interests of consumers and if so, the details thereof?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI MANISH TEWARI)

a) to (e): The Press Council of India (PCI), a statutory autonomous body has been set up under the Press Council Act, 1978 to maintain and improve the standards of newspapers and news agencies in India and also to inculcate principles of self-regulation among the press. The PCI, in furtherance of its objective under Section 13(2) of the Act has formulated 'Norms of Journalistic Conduct' for adherence by the media. The relevant norm 36(ii) relating to 'Advertisement' prescribes that no advertisement shall be published, which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine, alcohol, liquor and other intoxicants. The PCI takes cognizance, suo motu or on complaints, of the contents in print media which are in violation of the 'Norms of Journalistic Conduct'.

In so far as private satellite TV Channels are concerned, all advertisements telecast on such channels are regulated in accordance with the Advertising Code prescribed in Rule 7of the Cable Television Network Rules, 1994. As per Rule 7(2)(viii)(A) thereof, no direct or indirect advertisements of liquor or tobacco products are permissible on TVchannels. The detailed provisions of the Rule are available on Ministry of Information and Broadcasting website www.mib.nic.in. A list showing details of action taken against TV channels for telecasting advertisements in violation of Rule 7(2)(viii)(A) and cases of advertisement of liquor in print media as received by the Press Council of India, during the last three year and the current year is annexed.